

Marketing Plan and Materials

Arcadia Power is an energy services company with several mass-market energy services offerings for our 40,000+ residential customers nationwide. We are excited to be adding energy brokerage to that list of offerings.

Unlike the vast majority of energy brokers, Arcadia Power does not have a sales team or use any third-party vendors to perform sales. We will not solicit customers through Door-to-Door, in-person, telemarketing, or direct mail sales. Instead, we are a digital marketing company with an internal full-time energy services staff with experience in energy brokerage who acquires all customers through on-line acquisition.

Our process is outlined below, with additional marketing and training materials attached.

Arcadia energy brokerage process:

- Customers sign up for Arcadia Power Price Alerts service through our website www.arcadiapower.com
- By signing up, the customer authorizes Arcadia Power, as their agent, to access their monthly utility bills and to sign the customer to a new supplier plan if the customer approves.
- Arcadia Power gets regular price quotes from multiple retail energy suppliers.
- If Arcadia Power determines that there is a better offer for the customer than their current supply option, Arcadia Power e-mails the customer with details on the proposed plan.
- If the customer does not opt-out, and thus approves the plan, Arcadia Power signs up for the new supplier plan on the customer's behalf.
- Arcadia Power pays any supplier cancellation fee if the customer chooses to leave the plan selected for them.

Given Arcadia Power's process, there is no direct sales pitch. Our digital marketing messaging is attached. Also attached is our internal brokerage FAQs for our Customer Engagement team should customers call in with questions. If there is ever a question our Customer Engagement team cannot answer about retail energy or energy brokerage, our Energy Services team, which has more than a decade of experience in retail energy and energy brokerage, sits just a few feet away to support them. In addition we have a General Counsel to ensure we comply with state-by-state regulations.

Lower Your Electricity Rate

Instantly get notified when there are lower electricity rates available in your area.

Zip Code *

Email *

Get low price alerts

How it works

It's pretty simple.



We monitor local electricity supply prices

Using our energy platform, we are able to keep track of when energy supply rates are the lowest.



We alert you only about potential savings

When the time comes, we'll send you an electricity supply option. We'll never spam you.



You save risk-free

If you do decide to switch to a new electricity supply plan, we ensure there are no cancellation fees.

About us

Arcadia Power is a nationwide energy platform that has helped tens of thousands of electricity customers save and find cleaner energy options.

With our new low price alerts program, there are no commitments and **you will only get notified if there are potential savings**. We only get paid by an electricity supplier if you decide to enroll with them - and **we will never put a bad deal in front of you**. We are so certain of which, if you do decide to enroll in a lower electricity rate and want to switch out of it, **we'll make sure there is no cancellation fee** or even cover it ourselves.

[TEST] Introducing Price Alerts

1 message

Arcadia Power <test@customer.io>

Thu, Nov 30, 2017 at 11:44 AM

To: kate@arcadiapower.com



Hi Keiko,

We're excited to announce the launch of our newest feature, **Price Alerts**, which will help our users save on their monthly energy bills!

What is a Price Alert? Every month, we process thousands of energy bills, providing us with a unique glimpse into the rates customers are paying for their electricity supply. If we notice your rate looks too high, we will do our very best to find you a better option. If your rate is unusually low - great - we'll help you lock it in for a fixed term.

How does it work? State rules allow us to find a competitive offer for the rate you pay on the electricity supply portion of your utility bill. We will look for a plan that locks in a low, fixed rate, below what you pay today.

What are my next steps? There is no need for you to take any action, and you'll still be using clean energy. If we find savings, you'll get an email with all the details and will be able to opt-out for any reason. Learn more about Price Alerts in our FAQ.

This is a major milestone for Arcadia in our mission to bolster clean energy in the US, and we wouldn't be able to do this without the thousands of you across the country who believe in better, cleaner energy.

Thank you for being a part of our clean energy community!

The Arcadia Power Team

[TEST] Welcome to Arcadia Power Price Alerts

1 message

Arcadia Power <test@customer.io>
To: kate@arcadiapower.com

Thu, Nov 30, 2017 at 11:04 AM



Welcome to Price Alerts

Hello Amy!

With our new Price Alerts Program, we monitor the energy market in your area to find a lower energy rate than what you're currently paying.

The Perks:

- We do all the work, you save all the money.
- No commitment and no cancellation fee. Ever.
- A stellar customer service team -- in case you have questions.

If you like saving, but don't like clipping coupons or scouring the web for promo codes, our platform will find you electricity savings in your state.

Frequently Asked Questions: Price Alerts

http://faq.arcadiapower.com/knowledge_base/categories/price-alerts

What is the Price Alerts service? What is a retail energy supplier? What's in it for me?

The retail energy market is complicated: in several states, energy was deregulated in the mid-1990s to mid-2000s. This means that you can purchase either electricity or gas (or both) from a competitive supplier (also called Retail Energy Providers).

Your utility is still responsible for the transmission and distribution of energy, maintaining the grid, and taking care of outages and customer service issues. The supplier is responsible for producing and selling the energy commodity that supplies the grid.

Our Energy Services team is dedicated to finding and locking in lower supply rates for our customers in deregulated states, whenever possible. With our knowledge of the complex energy markets and by grouping our customers together, we can often access better rates and find savings for our customers on their monthly bills. Your Arcadia Power membership is making a positive impact on the Earth, and with Price Alerts, we're looking out for your wallet too!

What states are eligible for Price Alerts? When will I be eligible?

Thirteen states and Washington, D.C. currently have deregulated residential electricity markets. For more information, please see the map from the American Coalition of Competitive Energy Suppliers. Arcadia Power is working to offer Price Alerts in every state where available, but so far, we only offer them in Illinois, Ohio, and New York. Check back regularly for new states.

What if I don't want the new rate? Will I incur any cancellation fees? Can I cancel my participation in Price Alerts without canceling my Arcadia Power membership?

Before we switch you to a new supply plan, we will send you an email with all the details and let you know that you can opt-out by simply replying to our email. If you're happy with the new rate, there's nothing else you need to do. If you prefer that we do not make a change, simply opt out via email. You will never face cancellation fees related to our Price Alerts service from either Arcadia Power or your supplier. We are so confident that you'll prefer your new retail supply rate that Arcadia Power will absorb any cancellation fees should you decide to cancel your new supply rate. Simply reach out to our Customer Experience team and we can let you know what to do to cancel your new supply rate.

Yes, you can also opt out of participating in Price Alerts without discontinuing your Arcadia Power membership.

What happens if I completely cancel my Arcadia Power membership?

If you discontinue your Arcadia Power membership, you'll remain on the retail supplier rate for the duration of the supply contract term. At that time, you can choose to re-enroll with that supplier (though not necessarily at the same rate you were able to receive as an Arcadia Power member), or switch back to the utility Standard Offer Service (SOS) rate. Even if you're no longer an Arcadia Power member, if you choose to leave the supply plan before your term ends, Arcadia Power will pay the cancellation fee (if any).

What will change? What if I have a power outage?

You will not experience any change in reliability as a result of switching onto a retail supply rate. Your utility will continue to maintain the infrastructure and deliver electricity to your residence. If you experience a power outage or disruption in service, please contact your utility as usual.

Are these “green” suppliers? How do we know where/how they're generating their electricity?

As an Arcadia Power member, you are already enrolled in our Renewable Energy Certificate (REC) program. Your participation matches 50 - 100% of your actual usage with wind energy.

The retail energy supplier will be generating the electricity from a variety of sources, the utility will deliver the electricity to your home, and your Arcadia Power membership ensures that half (for Free members) or all (for Premium members) of your usage is renewable.

The supply rate that you're paying is for the electricity you're pulling off the grid - the Arcadia Power RECs represent the clean energy that is being fed onto the grid on your behalf.

What if I move to a regulated state? What if I move to another deregulated state?

If you move from a regulated state to a deregulated state, you are automatically enrolled in Price Alerts.

If you move from a deregulated state to a regulated state, you will no longer be eligible to participate in Arcadia Power Price Alerts and when you set up your new utility account, you will be enrolled in the utility's Standard Offer Service (SOS) rate. No cancellations fees will apply.

If you move from one deregulated state to another deregulated state, please contact us.

What if I move within the same service area of my new supplier?

Please contact us. You will likely receive a new account number associated with your new address. If possible, we will keep you on your existing fixed supply rate contract. If we're unable to do this, we'll find you a new rate through our Price Alerts service.

How do I tell my supplier that I'm moving?

You'll never need to contact your supplier directly -- we'll take the hassle out of it and communicate with them on your behalf, if necessary.

How do I know who my supplier is now?

Your supplier is listed on your utility bill. As only 30% of utility customers have ever switched their electric supplier, it's likely that you're on your utility's Standard Offer Service (SOS) rate. Please contact us if you need help locating your supplier on your bill.

Where can I find my supplier contract once I've signed up?

If we enrolled you in a new supply plan through our Price Alerts service, you received the contract in your confirmation email from Arcadia Power and may have also received a copy in the mail from the supplier.

How do you select my supply plan?

As your advocate, we search for pricing from several retail energy suppliers, evaluate your personal energy usage and pricing, and select the plan that's best for you, executing the agreement on your behalf. We only select a plan for you if our estimates show that it will save you money, based on your actual energy usage and the historical and/or published future rates we see in the market.